



# REVITALIZE OHIO

FALL 2015 | A HERITAGE OHIO PUBLICATION



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## REVITALIZE OHIO

Fall 2015

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## TABLE OF CONTENTS

<b>Meet a Main Street Manager</b> Maria Reza the Downtown Findlay Coordinator.	4
<b>Intern Update</b> Meet the new interns!	4
<b>Brick By Brick, Fixing German Village's Sidewalks</b> YOP celebrates another successful hands-on workshop!	5
<b>Preservation Month Photo Contest Results</b> And the winner is...	6
<b>Placemaking For Pets</b> Growing pet friendly communities.	7
<b>Heritage Ohio Annual Conference</b> This year's annual conference is October 5-7 in Columbus.	8
<b>Old House Fair Recap</b> The first annual Heritage Ohio Old House Fair was a success!	10
<b>#HOIBikes to Greenville: We Made It!</b> We rode over 130 miles to a bikeability training in Greenville.	11

## REVITALIZE OHIO GOES ELECTRONIC!

Starting with the Winter 2015 issue, Revitalize Ohio will now be available in a downloadable digital version.

As an additional perk for our digital subscribers, each issue will be enhanced with bonus content to accompany many of the stories you enjoy in Revitalize Ohio. Rest assured steadfast printed word readers, your print copy of Revitalize Ohio will still be available.

To change your subscription to digital, or to add a digital copy to your print subscription, contact us at [info@heritageohio.org](mailto:info@heritageohio.org).

## DATES TO REMEMBER

**Heritage Ohio Annual Conference**  
Columbus, Ohio  
October, 5-7

**National Trust Past Forward Conference**  
Washington, DC  
November, 3-6

**Revitalization Training**  
Cambridge, Ohio  
November, 18



## DIRECTOR'S NOTE

We've had a really busy summer and we are looking forward to a packed fall. We hope you can join us on this journey!

Ohio Historic Tax Credits: we had quite a scare in June when the Ohio Senate Finance Committee suggested suspending the program. A coalition of activists were mobilized across the state, and our voices were heard, loud and clear. Program restored. Thanks to everyone who assisted in the effort! We are working diligently on several fronts to educate elected officials and their staff on the power of tax credit programs so that this doesn't happen again!

We held our first Old House Fair in Dayton in mid-June, which was a success, and we anticipate it will grow each year. A HUGE thanks to Beth Duke and her family for opening their home and grounds, and special thanks to our partners at Preservation Dayton Inc. which handled VIP parking, and to the Home Builders Association of Dayton, which brought us into their larger Homearama event. Sponsorship by Citywide Development helped make the event a success. Join us at our next Old House Fair in Medina, May 7th, 2016.

In August, we kicked off our new Downtown Works Program, created in conjunction with the Franklin County Commissioners, which provides revitalization services to help Franklin County communities strengthen their local economy. We have hired a new staff position, Goeffrey Hartnell to coordinate this new program.

At the end of August Heritage Ohio made the adventure of the year by having the staff bike to Greenville (130 miles), where we were hosting a Revitalization Training on bike-ability. We had the opportunity to stop and visit in several communities along the way: Xenia, Dayton, Tipp City, Troy, Piqua, and to ride us into Greenville Mayor Mike Bowers joined us for the last 50 miles along with Main Street Greenville Manager Amber Garrett and Planning & Zoning Director Chad Henry.

This issue of Revitalize Ohio features the preview to our annual conference to be held October 5-7, 2015 here in Columbus. A partnership with the State Historic Preservation Office has expanded our offerings to seven tracks. We will have such a full complement of speakers and sessions that it will be difficult to choose which to attend. Thanks to CAPA, we will have our awards program in the beautiful Southern Theater Tuesday night, October 6.

Without you, our members, we would not be able to help Ohioans: save the places that matter, build community and live better.



**Joyce Barrett,**  
Executive Director of Heritage Ohio

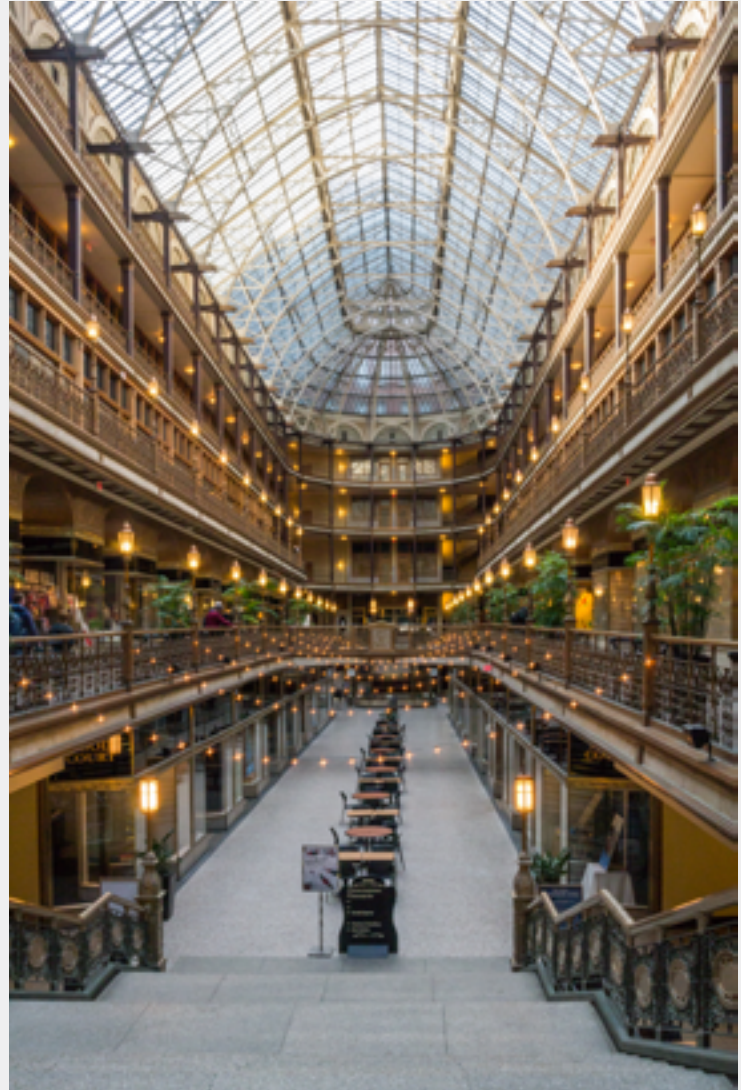


Photo by Judith Khaner

## ON THE COVER

Our 2015 Preservation Month Photo Contest not only featured the most entries ever, but also the most votes cast to choose a winner. With stout competition, Judith Khaner emerged victorious in this year's contest. Judith's subject matter was the historic arcade in Cleveland, a downtown landmark that underwent an extensive rehabilitation in 2001. See more on page 6.



# Meet a Main Street Manager

Maria Reza of Downtown Findlay



**Maria Reza**  
Downtown Findlay

Maria is a Findlay native who attended Bowling Green State University and graduated with a Bachelor of Science in Interior Design and a minor in Entrepreneurship. Upon graduation, Maria lived in Michigan for a number of years working with Art Van Furniture. She specialized in store design, new store openings, public relations, special events, and employee training.

Maria then went onto a granite company where she did their marketing, public relations, and design work. She found her way back to Findlay and has been in her current

role as Downtown Findlay Coordinator for 2 years. Maria's background in design, marketing, and public relations has allowed her to excel in her position in Findlay. Maria is a people person and enjoys working with others to make Downtown Findlay a great place to live, work, and play.

Maria is deeply committed to giving back to her community. She sits on two different boards and is involved in a number of committees within the community. "It is important to give back and contribute to the community that you live and work in. There are so many great organizations in Findlay and I happy to be involved and work with so many great people."

When Maria is not working and volunteering in the community, she enjoys spending time with her family and friends, doing home improvements, and spoiling her two dogs, Rose and Sunflower.

## Intern Update



### Stephanie Fields

Stephanie Fields is working on an educational and promotional video about Heritage Ohio's involvement in Main Street community development. She is a graduating senior from The

Ohio State University with a major in English and minor in Professional Writing. She has done freelance videography work for The Ohio State University, One Billion Rising, and more. She plans to enter a career in documentary filmmaking; combining her love of writing, history, and film.



### Maxwell Fuangaromya

Max is a City and Regional Planning student at OSU, studying Non-Motorized Transportation planning. He enjoys cycling, surfing, and ultimate frisbee. As an intern for Heritage

Ohio, Max provides research for topics stemming from revitalization to bikeability and walkability.

**Know anyone in need of an internship?** To learn more, go to [heritageohio.org/about-us/internships](http://heritageohio.org/about-us/internships)

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## Brick By Brick, Fixing German Village's Sidewalks

Young Ohio Preservationists had a blast with another successful hands-on workshop!

The Young Ohio Preservationists helped launch the German Village Society's sidewalk repair initiative in June! German Village in Columbus is one of the oldest historic districts with architectural review. While property owners have invested in preserving structures, sidewalks throughout the neighborhood have deteriorated in condition, impacting the neighborhood's walkability.



Bello Giardino Landscaping taught participants the components of relaying a brick sidewalk – brick removal and cleaning, leveling the ground, laying washed masonry sand, how to lay bricks, and more. Dan and Jose from Bello Giardino not only showed participants the right way to lay down a sidewalk that will last for 10-15 years, but taught participants ways to save money when paying a landscaper to lay a brick patio or sidewalk, how much it costs to rent or buy necessary tools to lay brick pavers yourself, and other industry secrets.

Fueled by Pizza Rustica, workshop participants helped restore a portion of the brick sidewalk in approximately 6 hours! Thanks to the professional guidance of Bello Giardino, we were able to blend new bricks in to old bricks to ensure the freshly restored sidewalk maintains its historic integrity, while still being a smooth surface. The sidewalk

was highlighted during the 56th annual Haus und Garten tour, with signage promoting YOP's successful hands-on workshop!

Thank you to Ned Thiell for allowing us to utilize his sidewalk for volunteer training and for all of the volunteers who participated – Katie White, Anthony Hartke, Scott Mangini, Pat Bowers, Andrew Makoski, Samatha Makoski, Sharon Pettit, Richard Pettit, Pearl-Jean Mabe, Ann Marie McDonnell, Ned Thiell, Jeff Jaynes, Sarah Marsom, and Brittany Gibson! The Young Ohio Preservationist's workshop inspired the neighborhood residents and the German Village Society to plan an additional sidewalk workshop for Fall 2015.

The Young Ohio Preservationists are currently planning a trip to one of Ohio's great Main Street Programs to enjoy the historic area, while learning about what a Main Street Program does for community revitalization. Email [yop@heritageohio.org](mailto:yop@heritageohio.org) to become involved with the Young Ohio Preservationists! We are seeking volunteers to help plan events, fundraise, and develop the organization into a resource for young building huggers across the state!

**ARTICLE BY SARAH MARSOM, PRESIDENT OF YOP**





1



2



4



3



5



**1st Place:** Judith Khaner's image of the iconic Cleveland Arcade  
**2nd Place:** BB Cerrito, "Just Dust Off A Seat"  
**3rd Place:** Richard Wood, "Sticks and Stones"  
**4th Place:** Holly Beach, "Ohio State of Mind"  
**5th Place:** lovelybunny, President Garfield Museum & Historic Home

# Preservation Month Photo Contest Results

And the winner is...

The 2015 Preservation Month Photo Contest once again featured a variety of subject matter, including theater seats, and a modest Roscoe Village structure, among others.

However, once the votes were counted, Judith Khaner's image of the iconic Cleveland Arcade took top honors in our online vote. To hear her recollect, this winning image was nearly 50 years in the making.

Judith, retired from public school teaching since 2008, fondly remembers her daily walks through the Arcade, as she worked in downtown Cleveland one summer during the late 1960s. She revisited and photographed the landmark structure earlier this year during a field trip with her camera club. She smiled as she remarked, "I photographed the magnificent Arcade long ago in my mind; now I was able to take an actual photograph of my beloved structure to share with thousands of people online!" The Hyatt at the Cleveland Arcade used the winning photograph, along with other interior shots Judith took at the Arcade, for their latest marketing brochure.

Heritage Ohio congratulates Judith on her winning photograph, and thanks everyone who submitted a photo entry this year. And finally, thanks to you, the voters, for choosing your favorite image in our friendly competition.

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# Placemaking For Pets

## Growing Pet Friendly Communities

They affect the human experience in so many different ways from helping us see, combating depression, home safety and security, and keeping us physically healthy and active and social. No, not doctors or urbanists, household pets.

The issue of planning for pets and their impact on the urban and suburban landscape has never been fully examined, but the time is ripe to consider how our four legged friends do impact and shape our communities and daily lives.

Pets directly involve more than 62% of U.S. households equating to 72.9 million homes (2011-2012 APPA National Pet Owners Survey). Americans now spend a whopping \$41 billion on pets--more than the gross domestic product of all but 64 countries in the world. Annual spending on

pets is also expected to hit \$52 billion in the next two years, according to consumer research. And amazingly, the pet industry is the seventh largest retail industry in the U.S., exceeding the jewelry, candy, toy and hardware industries.



Moreover, after consumer electronics, pet care is the fastest growing category in retailing, expanding about 6% a year. Most importantly, when you consider household structure changing in this country approximately 33.4 percent of households have children, while more than 41 percent of households own at least one dog.

Clearly, the economics of pets is no small matter. And promoting and planning for pets in our cities can be, and should be an important economic tool planners and urbanists think about. With the rise of placemaking (the economics of place) and the importance of the place in the new economy there is no time like the present to “paws” and ask ourselves, “how are we making decisions to attract, accommodate, and retain pet owners in the communities we are planning for”?

In addition to the economics of planning for pets there are many other ways in which pets and pet owners contribute to creating a sense of place, and building community. There are many social and workplace benefits to planning for pets in our communities. Pet friendly places promote interaction among residents and visitors creating an enhanced relationship and in turn safety and security. In the work place, there are many benefits. According to recent studies and Virginia Commonwealth University, 17



percent of companies in the United States are pet friendly. These businesses saw an 11 percent drop in stress levels compared to a 70 percent increase in stress levels for those who left their pet at home. In addition to the work place there is huge value in creating housing that is designed for pet owners. This can be a new neighborhood, or a mid-rise multi-family complex. The development community is catching on and realizing the market potential of creating a product for the more than forty percent of the market that own's a dog. A recent survey of six developers in the Columbus region pointed towards the potential to get a 15-20 percent premium on a pet specific product. This would be a product that you are not paying more just to have a dog, but rather a housing product or place that is branded and designed for pet owners and their pets.

For planners, local leaders, and advocates, it is time to embrace creative ways in which to plan for and integrate pets into public spaces, how pet friendly places impact property values, and how pets can help contribute to and define a community's brand. The significance of the pet cannot be underestimated, but thinking of how we plan for and integrate them into our built environment is not often considered as part of decision making relative to planning our communities. This is something that needs to be considered because for those 70 plus million Americans who own a pet, where we live, shop, and play is largely influenced by their needs and desires.

**ARTICLE WRITTEN BY AARON DOMINI, OHM ADVISORS**

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# HERITAGE OHIO'S ANNUAL CONFERENCE

Columbus, Ohio  October 5-7, 2015



This year our conference will be bigger, with more sessions and activities due to our partnership with the State Historic Preservation Office. There will be blocked sessions on the National Register, Section 106 review, Historic Tax Credits and Design Review Commissions.

## GET OUT AND ABOUT

Field Sessions this year will include an Architectural Photography class in an extended 3 hour session, which will be hands-on, bring your camera! Developer Brad DeHays will give a hard hat tour of the Stoddart Building just two blocks from the hotel, this project is using historic tax credits and a historic easement to help finance the rehabilitation which will have 51 micro apartments. And Finally, Jim Sweeney will be giving an extended tour of Franklinton, a near west side neighborhood undergoing a transformative shift into what may be Columbus' trendiest neighborhood. Join the tour so you can tell your friends you saw Franklinton before the shift.

## MAIN STREET 101

A perennial favorite is our Main Street 101 series, a great opportunity for communities considering the Main Street Approach™ or new board members who want to get the big picture. This year we've added a Main Street Manager 101 session. How do they manage it all?

## CELEBRITY PRESERVATION SPEAKERS

We are pleased again to have some of our favorite out-of-state experts back on the agenda. New this year Mary Means will be the Wednesday afternoon keynote speaker. Mary is a facilitator, planner and organizer of revitalization efforts. Mary was one of the initial staff founders of the Main Street Approach at the National Trust back in the 1980s. Her talk will focus on the future, where millennials are shifting the demands and popularity of downtown districts.

Preservation Rock Star Donovan Rypkema will be back telling it like it is....new research based on the success of local incentive programs.

John Sandor whose insight into the review process NPS puts our historic tax credit projects through is a font of information that architects and developers can't get enough.

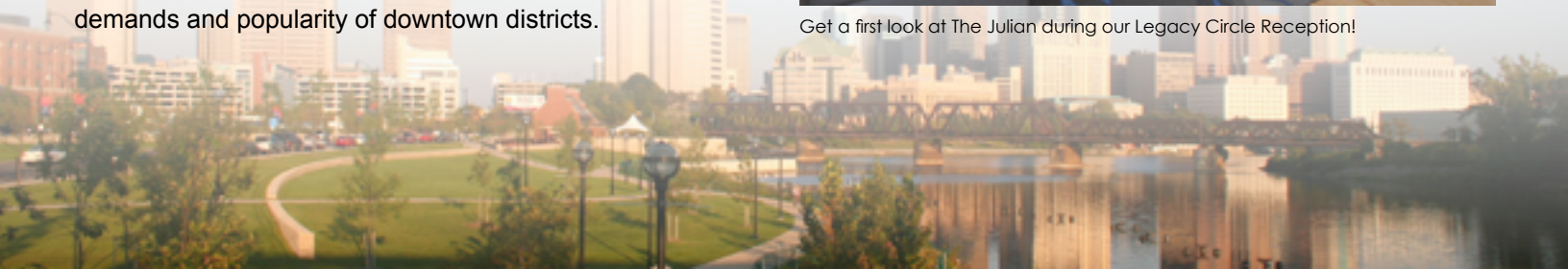
New for Heritage Ohio, we welcome Patrick Andrus, Ohio's reviewer for National Register listing. He and Barb Powers will have 3 concurrent sessions on Tuesday October 6, which will cover beginners introduction, to advanced challenging topics of developing contexts and large additions recent past/modern buildings.

## LEGACY CIRCLE RECEPTION

Our annual reception to thank Heritage Ohio Donors will be at the newly completed Julian Building, a former warehouse converted to loft apartments this summer!



Get a first look at The Julian during our Legacy Circle Reception!







### HISTORIC THEATERS

CAPA has donated the use of the Southern Theater, where we will hold a track for historic theaters. This will include an opportunity to tour CAPA's historic theaters: Southern, Ohio and Palace. The afternoon will be in-depth session on financing historic theater rehabilitation using: capital appropriation, historic tax credits, and private fundraising.

### ELECTED OFFICIALS

We were asked to put sessions together that specifically appealed to elected officials, so we have a block of sessions that were designed for mayors, city council members, county commissioners, etc. These sessions will cover local funding incentives, building departments, and vacant property strategies.

### REDEVELOPMENT SOLUTIONS? WE'VE GOT 'EM

We'll have a panel of smaller scale developers, sharing their tips and experiences, small deal financing, and working with Chapter 34 of the building code. We've got more sophisticated solutions such as easement donations, and we have public funding solutions from the Ohio Development Services Agency and JobsOhio.

### HANDS ON

Preservationists like getting their hands dirty, we'll have that too. You can try your hand at windows, masonry or plaster.

### YOUNG OHIO PRESERVATIONISTS HAPPY HOUR

Join the Young Ohio Preservationists for a happy hour during dinner on Monday at Heritage Ohio's Annual Conference! We will meet at Denmark on High in the historic Yankee Trader building for a brief tour followed by drinks and complimentary appetizers.

### STATE HISTORIC PRESERVATION OFFICE

Our partners have arranged two full tracks over the two days

One full day of National Register on Tuesday October 6, one full day of historic tax credits Wednesday October 7, both days will offer in depth Section 106, and Wednesday will be dedicated to design review and the Certified Local Government Program.

### ANNUAL AWARDS

Heritage Ohio's annual revitalization and preservation awards program will be held Tuesday evening in the historic Southern Theater.

### DOWNTOWN REVITALIZATION

As always we have lots of sessions to keep your downtown revitalization program growing: sessions on first floor retail, volunteers, streetscapes, and crowd funding.

### AIA CREDITS

This year our conference features over 20 HSW credit hours.

**Get the credit you deserve.**

The attorneys of Ulmer & Berne LLP counsel developers, lenders and investors in the strategic use of historic credits to renovate and finance historic properties.

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# Old House Fair Recap

The first annual Heritage Ohio Old House Fair was a success! Join us next year in Medina.

Heritage Ohio hosted over 1,000 people for its inaugural Old House Fair, held June 19th through June 21st at The Hook Estate in Dayton. The Duke Family graciously opened the doors of their home, Red Oak, to host vendors, demonstrators, and attendees who wanted to learn more about old house living. Young Ohio Preservationists hosted the Old House Fair Olympics which was part scavenger hunt, part tool identification, and part puzzle piecing.

We had great partners in the Tiny House Jamboree, and the Home Builders Association of Dayton (the Old House Fair happening during Dayton's Homearama), which created a diverse and beneficial synergy of speakers and ideas. Another great partner, and someone we would like to say a very special "thank you" to, was Beth Duke, as she brought

an indomitable will and positive attitude that translated into success, even when we were plagued with the remnants of a tropical storm for most of Saturday. Beth expertly coordinated local logistics for the event, and even turned her home into a makeshift hotel as the weekend rain put a damper on camping plans for some of the participants.

We hope to build on our first-year success to bring an even better Second Annual Old House Fair to Medina next May. We've begun planning with our local partner, Main Street Medina, and want your input to help us create a valuable learning experience. Is there a particular old house topic you'd like to see covered? A particular speaker? Let us know by emailing your suggestions to [info@heritageohio.org](mailto:info@heritageohio.org).

## THANK YOU SPONSORS, PARTNERS, AND VENDORS!

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Xooma Water





# #HOIBikes to Greenville

We made it! Heritage Ohio staff rode over 130 miles to the Revitalization Training on Bikeability in Greenville.

In an effort to highlight Ohio's great network of trails and in conjunction with our September 1st bikeability workshop, the staff at Heritage Ohio made the long trek to Greenville. We split our trek into two days, August 30 and 31, with our bikeability training the following day, September 1.

The journey started at the Battelle Darby Creek Metro Park<sup>(1)</sup> on the trail that took us through London, South Charleston<sup>(2)</sup>, and Cedarville before stopping for lunch in Xenia<sup>(3)</sup>. Then, on to Dayton for the night stopping only to grab a picture with the bicycle beaver in Beavercreek<sup>(4)</sup>.

Coffee with Dayton community leaders<sup>(5)</sup> started the second day and we grabbed a selfie with HOI Board member Dave

Williams<sup>(6)</sup> on the way out of town. At the first stop in Tipp City<sup>(7)</sup>, we met up with a few Greenville folks who joined us for the remainder of the ride. We stopped for lunch in Troy and got a look at the giant Abe Lincoln<sup>(8)</sup>. A quick stop in Piqua<sup>(9)</sup> and we completed the final leg of the journey in the center of downtown Greenville<sup>(10)</sup>.

A special thanks to all those who met with us along the way, joined us for the ride, and pledged your support to help fund Save Ohio's Treasures!

We are planning to do another ride next year so start training now! Search #hoibikes for more pictures from the ride and stayed tuned for updates on next year's ride.

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